



# Good Deeds Day Communication & Press Kit



HOT ON MI 8  
DUAL CAMERA



# Map my toolkit

---

Hi! Use this Communication and Press Kit to share your Good Deeds Day experience with everyone in your community.

- What is [Good Deeds Day](#)?
- Key [Messages and Talking Points](#)
- Social Media [Tips, Sample Posts and FB Live Tutorial](#)
- Branding [Guide](#)
- Tips to Take Excellent [Photos](#)

You have the power to create positive change in the world!  
Are you ready to make a difference?





# What is Good Deeds Day?

Good Deeds Day is a global day that unites people from more than **100 countries** to do good deeds for the benefit of others and the planet. **Since 2007**, millions of people from thousands of communities, organizations and businesses join together every year to volunteer and do good.

[Join the global movement!](#)



# Key Messages & Talking Points

---

*Use these messages when sharing your project plans on media channels*

- Good Deeds Day is a global movement of doing good deeds.
- People of all cultures and backgrounds unite on one day to do good together.
- Based on the simple idea that everyone can do something good, be it large or small, to improve the lives of others and change the world positively.
- More than 100 participating countries worldwide.
- Widening the circles of good worldwide, it is also a springboard for doing good year round.



# Social Media Tips

*Keep these tips in mind to get the most out of your social media posts.*

- Pass on the global feeling, share posts from partner organizations or Good Deeds Day's social media
- Share successes and numbers, name your partners, mention celebrities, sign-ups to date, count down to Good Deeds Day
- Use Inspiring quotes to help people imagine the impact
- Suggest good deeds ideas to your followers
- Use bright, quality images/videos
- Keep messaging short and brief



**Dia das Boas Ações** added 5 new photos.

June 23 · 🌐

A apresentadora Marisy Idalino participou voluntariamente do Dia das Boas Ações com o maior carinho e dedicação! Muito obrigado Marisy! Adoramos!!!

[See Translation](#)



# Social Media Sample Posts

*Here are some message to help you spread the word in the lead up to Good Deeds Day*

- Join us and millions of people worldwide on international #GoodDeedsDay! Let's spread the good together!
- We're excited to take part in #GoodDeedsDay! Sign up here to join [Link]
- We're doing good on international #GoodDeedsDay. Join us Sunday, [Date]. What's your way to do good?
- At [Org Name] we're doing good this #GoodDeedsDay. Come join us. Sign up here: [Link]



We want to share your good deeds! Don't forget to use the Hashtag: **#GoodDeedsDay**



# Facebook Post Examples

*Post these ready-to-go images and captions, to your organization's FB page to encourage your fans to do good*

*What will you do today to make the world better? Choose a blank wall and ask this question to your community or workplace. Leave notes and markers and have people share their visions.*

*To build a better future, we first have to envision it :) Make it happen here: <https://www.good-deeds-day.org/getideas/positive-vision-wall>*



*No matter who or where we are, we have much to be thankful for. Take a moment and #DoGood today by sending someone a thank you note.*

*Whether it's your mom, your neighbor, or your delivery driver, making time to share gratitude is a win-win for all :)*

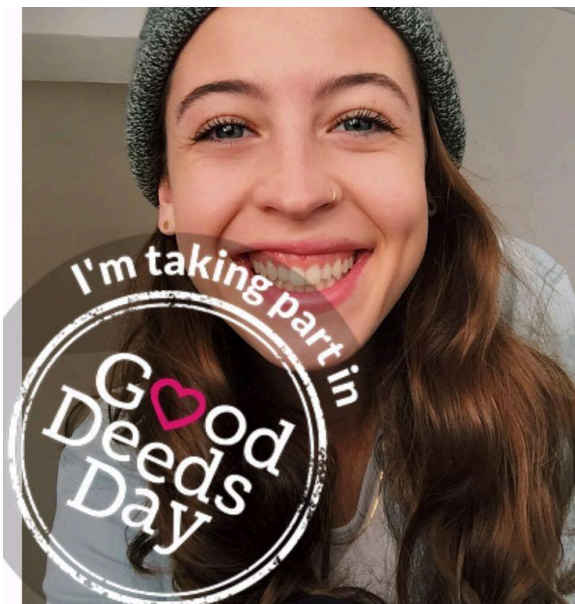
*Choose to handwrite a note, or send one of our e-cards here: [good-deeds-day.org/e-cards/](https://www.good-deeds-day.org/e-cards/)*



# Facebook Frame

---

[Add to your page's profile picture](#) to let your followers know you're taking part in Good Deeds Day!



*Ask your followers to add the frame to their own profile picture as well,  
to show their support and participation!*





# Facebook Live

*Show the world your Good Deeds Day project in real time, use Live videos on Facebook!*

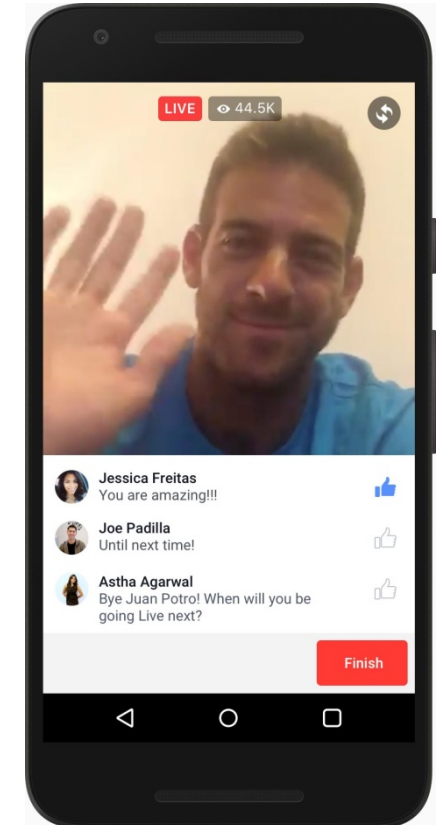
- Download the Facebook Pages Manager app
- Set “Live Contributor” as the page role
- Go to the Facebook Pages Manager app > Live
- Accept all permissions
- Write your catchy description
- Push “Go Live”
- 3,2,1... smile!



# Facebook Live Tips and Tricks

*Show the world your Good Deeds Day project in real time, use Live videos on Facebook!*

- Tell your viewers what you're going to do at the beginning
- Say hello to commenters by name, respond to their comments
- Short videos are shared more often, so make yours a maximum of 10 minutes
- Get your viewers involved, ask them questions etc.
- Call-to-action to turn on notifications for next time
- Production values: make sure to have good lighting, the best camera you've got and a strong internet connection
- Promote your video: ask people to share it, post teasers and events for it etc.



# Colors, Fonts and More

*Create you own graphics using the Good Deeds Day colors, font, and logo.*

## Color Palette



Yellow:  
Red 249  
Green 194  
Blue 19



Orange:  
Red 247  
Green 143  
Blue 30



Red:  
Red 255  
Green 0  
Blue 0



Pink:  
Red 219  
Green 9  
Blue 98



Purple:  
Red 126  
Green 12  
Blue 109

## Font

English Typeface: DIN

Din Regular

Good deeds  
day →  
**doing good**



Download the Good Deeds Day logo  
and more marketing resources to brand your project [here](#)



# Swag, Toolkits, Graphics and Resources

Use our [marketing materials](#) to promote your own Good Deeds Day project and encourage others in your community to hop on the GDD bandwagon and plan their own!

- Download the [T-shirt design](#)
- Customize your Facebook event, page, or newsletter with one of the [GDD graphics](#)
- Use the [Good Deeds Day logo](#) and create your own graphics
- Use our additional [toolkits](#) to help plan your project!



# Tips to Take Excellent Photos





# You're now all set to change the world!

But... just in case, we're still here for you:

[Good-Deeds-Day.org](http://Good-Deeds-Day.org) | [info@good-deeds-day.org](mailto:info@good-deeds-day.org)

